



What is Professional Communication?

Preview

Answer the questions. Then talk about your answers.

- 1) What is your idea of professional communication?
- 2) What kinds of professional communication do you know?
- 3) What difficulties can you come across in communication?
- 4) What kinds of communication do you use in your job?

I. READING

Read and translate the text

WHAT IS PROFESSIONAL COMMUNICATION?

Effective **professional communication** is **critical** nowadays. Today we all need **communication skills** not only in daily personal life, but also in the profession, workplace and business. Successful professional communication is an art that **ensures** a smooth flow of ideas, facts, and right decisions.



Professional communication **refers to** the various forms of speaking, listening, writing, and responding carried out in the workplace, in person or electronically. There are three main kinds of professional communication – **verbal**, written and **digital**.

Effective verbal communication is the ability to speak **fluently** and listen to comments from those you are talking to and observe their reactions. You must also know how to make public speaking or a formal presentation to a group of people.

Written communication includes writing letters, memos, **project plans**, articles, **technical scientific reports**, posters and many more. You should also **pay attention to** your emails. Professionals who **excel at** written communication understand how to use language to **get their message across**. You should **review** what you plan to post, not only for **typos** but also for factual errors. It is advisable to reread your message before it would **be forwarded** to higher levels of the company or to **human resources**.

Digital communication is getting more widespread. Every professional must learn which types of digital communication are the most effective for him or her. Professionals must understand and **master** all forms of social networking, emailing, blogging, internet and teleconferencing.

You must remember that what is sent in an email or posted on the Internet is impossible to completely **delete**. Be careful of what you post on your personal sites and pages, as they can come back to **haunt** you professionally, especially if you deal with the public or customers in your job.

II. VOCABULARY

1. professional communication [prə'feʃənl kə,mju:nɪ'keɪʃn]	профессиональная коммуникация (общение)
2. critical ['krɪtɪkl] Effective professional communication is critical nowadays.	необходимый, жизненно важный Эффективное профессиональное общение становится жизненно важным в настоящее время.
3. communication skills [kə,mju:nɪ'keɪʃn skɪls]	коммуникативные навыки
4. to ensure [ɪn'ʃʊə]	обеспечить, гарантировать
5. to refer to [rɪ'fɜ:] Professional communication refers to the various forms of speaking, listening, writing, and responding	подразумевать, ссылаться Профессиональное общение подразумевает различные формы говорения, слушания, письма и реагирования.
6. verbal ['vɜ:bəl]	устный
7. digital ['dɪdʒɪtəl] There are three main kinds of professional communication – verbal, written and digital.	цифровой Существует три вида профессионального общения – устное, письменное и цифровое.
8. fluently ['flu:əntli] Effective verbal communication	свободно Эффективное устное общение это

is the ability to speak fluently.	способность говорить свободно.
9. project plans ['prɒdʒekt plænz]	планы мероприятий
10. technical scientific reports ['teknɪkl ,saɪən'tɪfɪk rɪ'pɔ:ts]	научно-технические отчеты
11. to pay attention to [peɪ ə'tenʃn] You should also pay attention to your emails.	обращать внимание на Вы должны обращать внимание на ваши электронные письма.
12. to excel at [ɪk'sel]	превосходить,
13. to get the message across ['mesɪdʒ] Professionals who excel at written communication understand how to use language to get their message across to the listeners.	донести сообщение до Профессионалы, которые превосходно владеют навыками письменного общения, знают как использовать языковые средства, чтобы донести свое сообщение до слушателей.
14. to review [rɪ'vju:] You should review what you plan to post.	проверять Вы должны проверить то, что собираетесь опубликовать.
15. typo ['taɪpəʊ]	опечатка
16. to be forwarded to ['fɔ:wədɪd]	быть перенаправленным кому-л.
17. human resources ['hju:mən rɪ'zɔ:səz] Your message would be forwarded to human resources.	отдел кадров Ваше сообщение будет перенаправлено в отдел кадров.
18. to master ['mɑ:stə]	освоить, овладеть
19. to delete [dɪ'li:t]	удалить

20. to haunt [hə:nt] Your post on your personal site can come back to haunt you professionally,	преследовать, беспокоить Пост на вашем личном сайте может преследовать вас в профессиональном плане.
--	--

III. READING COMPREHENSION

1. Answer the questions:

1. What does professional communication ensure?
2. What does professional communication refer to?
3. What are the main kinds of professional communication?
4. What is effective verbal communication?
5. What does written communication include?
6. Why should you review your messages?
7. What forms of digital communication are there?
8. In what way can your posts on the internet affect you?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones:

1. Effective professional communication is critical nowadays.
2. Today we all need communication skills only in daily personal life.
3. There are four main kinds of professional communication.
4. You must know how to make public speaking or a formal presentation to a group of people.
5. You should not pay attention to your emails.
6. Digital communication is not important nowadays.
7. Professionals must understand and master all forms of social networking, emailing, blogging, internet and teleconferencing.
8. What you post on the Internet is easy to delete.
9. The information you post on your personal sites and pages cannot affect you.

3. Choose the correct word or word combination:

1. Effective professional communication is ... nowadays.
 - a) useful
 - b) critical
 - c) dangerous
2. Successful professional communication is an art that ... a smooth flow of ideas, facts, and right decisions.
 - a) ensures
 - b) consists
 - c) reflects
3. There are three main kinds of professional communication – ..., written and digital.
 - a) formal
 - b) vital
 - c) verbal
4. Effective verbal communication is the ability to speak ... and listen to comments from those you are talking to and observe their reactions.
 - a) loudly
 - b) fluently
 - c) cheerfully
5. You should also ... your emails.
 - a) send
 - b) read
 - c) pay attention to
6. You should review what you plan to post, not only for ... but also for factual errors.

a) information

b) fun

c) typos

7. Professionals must understand and ... all forms of social networking, emailing, blogging, internet and teleconferencing.

a) master

b) delete

c) haunt

4. Complete the sentences:

1. Successful professional communication is an art that ensures a smooth flow of ideas, facts, and

2. Professional communication refers to the various forms of speaking, listening, writing, and responding carried out in the workplace,

3. There are three main kinds of – verbal, written and digital.

4. You must also know how to make public speaking or a to a group of people.

5. Written communication includes writing letters, memos,, articles,, posters and many more.

6. You should review what you plan to post, not only for typos but also for

7. It is advisable to reread your message before it would to higher levels of the company or to human resources.

8. communication is getting more widespread.

9. You must remember that what's sent in an email or posted on the Internet is very impossible to completely

10. Be careful of what you post on your personal and pages.

IV. ANALYZE

1. Match the words with their Russian equivalents

1. human resources	a. удалить
2. typo	b. необходимый, жизненно важный
3. technical scientific report	c. обеспечить, гарантировать
4. to delete	d. профессиональная коммуникация
5. professional communication	e. научно-технический отчет
6. digital	f. освоить, овладеть
7. to ensure	g. свободно
8. fluently	h. отдел кадров
9. critical	i. цифровой
10. to master	j. опечатка

2. Give the English equivalents:

1. обеспечивает бесперебойный поток идей
2. письменный, устный и цифровой
3. перенаправить в отдел кадров
4. возможность свободно говорить
5. письма, памятки, планы мероприятий, статьи
6. невозможно полностью удалить
7. обращать внимание на электронные сообщения
8. коммуникативные навыки
9. выступить публично перед группой людей
10. социальные сети, блоги и электронная почта

3. Match the following words with their definitions:

1. to delete	a. ability to speak to other people
2. to excel	b. misprint
3. critical	c. oral, spoken
4. typo	d. to remove, to erase
5. verbal	e. to be very good, to surpass
6. to refer	f. crucial, vital
7. communication skill	g. to mention, to apply

V. TRANSLATE

1. Коммуникативные навыки необходимы нам не только на рабочем месте, но и в повседневной жизни.

.....

2. Профессиональное общение происходит на рабочем месте.

.....

3. Основные виды профессионального общения – устное, письменное и цифровое.

.....

4. Письма, памятки, статьи и научно-технические отчеты являются частью письменного профессионального общения.

.....

5. Нужно обращать особое внимание на то, что вы планируете послать руководству или в отдел кадров.

.....

6. Вы можете выбрать наиболее эффективный способ цифровой коммуникации.

.....

7. Всё, что вы опубликовали в интернете, практически невозможно удалить.

.....

8. Ваши посты в социальных сетях могут преследовать вас в профессиональной деятельности.

.....

VI. SPEAKING

1. Agree or disagree with the following statements. Give your reasons:

1. Verbal communication is very important.
2. You should review what you plan to send.
3. Digital communication is less important than verbal.

2. Prepare a short monologue on one of the following topics:

1. My favourite form of digital communication.
2. The difficulties of speaking publicly.
3. What should you do to improve writing skills?

3. Dialogue

Work in pairs and make up a dialogue:

Student A works for a company and actively criticizes its management in social network, therefore he/ she has never been promoted. He thinks the company has no right to interfere with his private life.

Student B disagrees, saying loyalty to the company is very important and the management is right to mistrust such an employee.